For Small Business

cisco

Cisco SMB Business Advantage Now Breakfast Club

16 October – 13 December 2012

15 cities in Australia, New Zealand & Fiji

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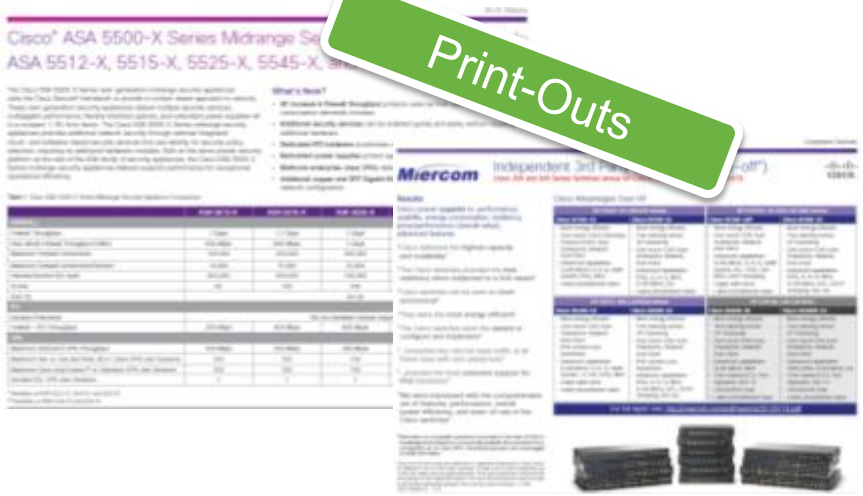
Make sure you take your goodies bag!

Front:

Show Bag



Print-Outs

Polo Shirts

2 Available

Register, attend & fill in Survey to WIN!

AGENDA

Time	Segment	
7:30	Arrival / Breakfast	:30
8:00	Welcome & Introduction	:10
8:10	Sales / Marketing	:20
8:20	Capital Update	:10
8:30	Collaboration Video Overview	:20
8:45	Security	:15
9:05	What's New? - Product Update 'Connect. Secure. Communicate.'	:30
9:35	Solution Demo – Security in the Work Place	:20
9:55	Close	

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Sales & Marketing Update

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ANZ Business Summary

- The Overall Business ICT Market is expected to grow by 3% **in 2013 to $49B**

- Cisco's ANZ TAM will grow to $3.5B up 8% in FY13, with stronger growth forecasts for Business Video and UCS (Vendor Revenue +25% TAM end user)

- From a Cisco Perspective our Key Growth opportunities in FY13 will be UCS (9%), Business Video (17%), DC Switching (10%), WLAN (12%) and Security (12%)

- Leverage opportunity in Cloud Infrastructure Hybrid Public/Private Model

- From a Vertical Perspective, 2 speed economy in Australia, realise opportunity in Energy/Resources, Tier 2 SP/NBN and cont Govt investment particularly in Education

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AU Market Share Summary

Based on Actual Share **Q1CY12**

	L2-L3 Switching	ENT Routing	ENT Switching	SP Routing	SP Switching	WLAN	Network Security	x86 Blade	IP Tel
Period & Source	IDC Q1CY12	IDC Q1CY12	IDC Q1CY12	IDC Q1CY12	IDC Q1CY12	IDC Q1CY12	F&S Q1CY12	IDC Q1CY12	F&S Q1CY12
#1	Cisco	Cisco	Cisco	Cisco	Cisco	Cisco	Cisco	HP	Cisco
Share %	**67%**	**87%**	**61%**	**32%**	**70%**	**53%**	**32%**	**46%**	**26%**
Q/Q Point +/-	+8.1%	+0.5%	+6.8%	0.0%	+7.7%	+4.9%	+2.8%	-7.4%	-1.8%
Y/Y Point +/-	+3.2%	-2.3%	0.0%	-4.7%	+19.4%	+10.9%	-3.8%	-18.1%	-6.6%
#2	HP	Juniper	HP	Alcatel-Lucent	Alcatel-Lucent	Ruckus	Check Point	Cisco	Avaya
Share %	**8%**	**7%**	**8%**	**23%**	**17%**	**9%**	**26%**	**19%**	**18%**
Q/Q Point +/-	-9.1%	+3.3%	-9.9%	+2.0%	-11.5%	+3.7%	+2.1%	+5.8%	-0.5%
Y/Y Point +/-	-3.9%	+4.1%	-4.4%	+7.3%	-26.5%	+5.9%	+8.7%	+8.4%	-2.4%
#3	Alcatel-Lucent	HP	F5	Juniper	Juniper	HP	Juniper	IBM	Alcatel-Lucent
Share %	**3%**	**2%**	**4%**	**18%**	**6%**	**7%**	**12%**	**16%**	**13%**
Q/Q Point +/-	-1.7%	-2.8%	-0.2%	-8.4%	+1.6%	-2.5%	-5.2%	-0.1%	-0.6%
Y/Y Point +/-	-5.2%	+1.1%	-1.9%	-17.0%	+3.1%	-10.6%	-2.9%	+1.9%	+1.9%
Market Size ($M)	**$151**	**$28**	**$144**	**$43**	**$22**	**$27**	**$60**	**$49**	**$52**
Q/Q Growth	-9.2%	+23.4%	-7.3%	-11.2%	-10.5%	-4.5%	+6.2%	-9.2%	-4.2%
Y/Y Growth	+5.8%	-3.1%	+8.6%	-1.0%	-3.7%	+3.9%	+18.9%	+1.7%	-13.5%

Note: Based on End-User Revenue (US$M); **L2-L3 Switching** includes modular, fixed managed & unmanaged switches; **SP Routing & Switching** includes all routers and switches deployed in an SP environment**; ENT Routing & Switching** includes all router and switcihes deployed in Enterprises excluding Consiumer & SP; **WLAN** includes *Business segment & Hotspots; Vertical excludes Consumer; Product includes APs, Mesh Network, & Wireless Switches; excludes PC Cards, USB Dongles, & Gateway /Router*

Source: APJC SPG MI Team

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Work Your Way

Work styles are changing. Cisco enables businesses to increase productivity and reduce costs by helping people work how, when and where they work best.

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Telework Week : 12 – 16 November 2012

Australian Government
Department of Broadband, Communications and the Digital Economy

Telework: Bringing home the benefits of a new way to work

BEST PRACTICE	**Cisco No 1 Teleworking Organisation (Fortune Magazine) & Largest Teleworking Workforce**
BENEFITS	• **Improved Productivity** • **Reduced Costs** • **Attraction & Retention of Workforce**
DRIVE CUSTOMER AWARENESS	• **Telework Congress (IBES) for C Suite** • **Public Relations + Social Media** • **Joint Marketing with Partners**
CALL TO ACTION	1. **Sign Up to be a Telework Week Partner (telework.gov.au)** 2. **Be a Telework Advocate – Share Telework Experiences** 3. **Partner with Cisco to Drive Awareness and Create Demand for Teleworking Solutions**

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$ 1,008 million

We cracked the billion mark

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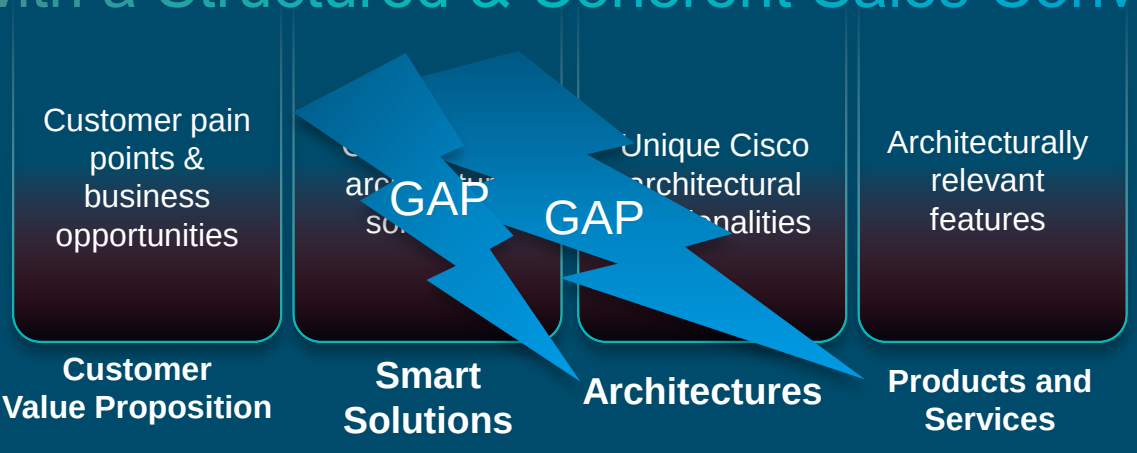
Why a Cisco Smart Solution?

Work Your Way

Smart Solution Components

- Tested, Validated, Documented Designs
- Integrated Cisco + 3rd Party Roadmaps
- Services Practices
- Technical Training and Support
- Cisco and Partner Enablement: Demos, ROI Assets, Tools, Financing

Equip Cisco and Partner Sales Teams to Bridge the Gap with a Structured & Coherent Sales Conversation



- **From Generic to Customer-Specific**
- **Beyond a one-off deal to End-User Consumption through Services**

Sales Conversation

1 2 3 4 5 6 7

ROI/TCO/Risk

BYOD
VXI
Remote Expert
etc….

Collaboration
BN
DC/V

Migration / Deployment

Consumption

Operations, Management & Support

Cross-architectural migration roadmap

End-user adoption

“Keeping the lights on”

- **What it’s not: A series of steps in a Sales Process**
- **What it is: A structure for having a Sales Conversation to unlock Cisco’s real value**

What is Smart Business Architecture?

SBA is a Platform to Address our Channel Partner Business Issues

Use the whole platform or pick components….

- **Marketing**
- **Quoting Tools**
- **Design**
- **Deployment**
- **Programs and Offers**
- **Services**
- **Training**
- **3rd Party solutions**

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Sales and Ordering

Reduce the Sales Cycle Time

Professional Services

Reduced amount of “figuring out”

Ongoing Support

More consistency and less risk

SBA Aligns to Your Business Process

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Partner Design Zone (in progress)

Overview | Technical | Sales Kits | Training | Tools

- Technical – Design and Deployment Guides
- Sales Kits – Technology, Architecture and Solution Selling Kits
- Training – AM and SE Short videos and PPTs
- Tools – SBA ICONS, QPT

To see how these guides are connected, view the Cisco SBA System map.

Overview Resources

- At-A-Glance (PDF - 362 KB)
  Understand the purpose of and uses for Cisco SBA, in two pages.
- Getting Started (PDF - 76 KB)
  Learn how to start using the Cisco SBA set of prescriptive design and deployment guides.
- Release Notes (PDF - 2 MB)
  See a summary of the changes, including new guides, delivered in the August 2012 Series.

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Marketing

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Fast Track Information Portal Updating
www.ciscomarketing.com.au/FT2

Fast Track Your Profitability with Cisco

cisco

Home | Product | Competitive Information | Promotions | Programs | Training | Services | Resources

What is Fast Track

Fast Track is a Cisco Partner initiative that is designed to accelerate your deals of volume products for your Mid-Market and Small Business customers.

From 4th June 2012 we have added 300 more SKUs to the current Fast Track program to make it easier for you to sell Cisco.

LEARN MORE

New AU June' 12 Price List | New NZ June' 12 Price List

Cisco Small and Medium Business Solutions for your Customers

LEAVE FEEDBACK

Connect
Discover Cisco foundation networking solutions.
> Learn More

Secure
Protect your customer's valuable business assets.
> Learn More

Communicate
Link your customers business to the world.
> Learn More

Business Resilience
Make your customer's business robust.
> Learn More

Intuitive Product Chooser Tool
Choosing Cisco FT2 products made easy!
> Access Now

Let Us Help

Email Cisco

Call Cisco:
1800 134 349 (AU)
0800 221 129 (NZ)

Small Business Support:
1800 605 731 (AU)
0800 442 471 (NZ)

Clicks through to Smart Device Friendly Fast Track Webpage

Telstra
11:29 PM
24%
Back
Home
Powered by
cisco
What is Fast Track
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New AU June' 12 Price List
New NZ June' 12 Price List

Q2FY13 Fast Track Promotions

- **Fast Track Accelerator - Further discounts on selected routing products**
- **Promotion period:** October 29, 2012 – January 26, 2013

- **Fast Track Accelerator – Further discounts on Catalyst 3560 & 3750 Series**
- **Promotion period:** October 29, 2012 – April 27, 2013
- **[Extended]**

- **New products added to the programme:**
  - 2960 Series Switches
  - 2600 Series Access Points
  - Virtual Wireless LAN Controllers

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Cisco Front Row

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Will you be Front Row in San Francisco?

www.ciscofrontrow.com

Program dates:
1 September 2012 – 28 January 2013

How it works

Eligible participants will include:

- AU & NZ Cisco Registered, Premier & Select Partners

To win:

- Partners are given an average T2 sales performance benchmark for the past five quarters and measured on incremental growth above this historic run rate.
- Partners who achieve the highest percentage growth in T2 POS or C-Series win a place to San Francisco

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Introducing the Technology stopover

- Register for Front Row by 31 October 2012
- Drive growth from 8 October – 9 November to win

Have you got the Front Row in technology?

Front Row San Francisco is officially underway and we're giving you the opportunity to grab the latest iPhone 5 or Galaxy SIII.

You need to have completed your registration for Front Row at **www.ciscofrontrow.com** and registrations close 31st October so get in quick if you haven't registered already!

Register and drive your Cisco growth from October 8th 2012 until the 9th of November and you could win one of **FIVE** iPhone 5's or Samsung Galaxy SIII. You choose! The top five partners with the greatest percentage of growth over this period will receive their choice of iPhone 5 or Galaxy SIII.

It's simple, get to **www.ciscofrontrow.com** register today, nominate your favourite distributor and TBM and sell more Cisco!

Remember the ultimate prize is a four day fully hosted trip in San Francisco – so keep driving your Cisco business to win a spot on your trip.

Register Now

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Cisco Capital

"The value of IT equipment lies in its usage, not it's ownership" Gartner..

Cisco Capital Update

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Who is Cisco Capital
& What Makes Us Different

Strength of the Cisco balance sheet

- 100% owned

Integration across Cisco & Channel partner communities

- Modus to support Cisco sale
- 100 FTEs across APJC
- 15 FTEs across ANZ

Insight into Cisco architectural roadmaps

- Benefits of captive financier

End-to-end capabilities and solutions

- Lifecycle Management
  - Planning
  - Deployment
  - Moves, adds & changes
  - Refresh & go again

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The Purchasing Decision

Whenever a purchasing decision is being assessed 2 fundamental questions need to be addressed:

1. "**What is it**", we need to purchase..?

and

2. "**How is it**", we pay for the purchase..?
In the most cost effective way..!

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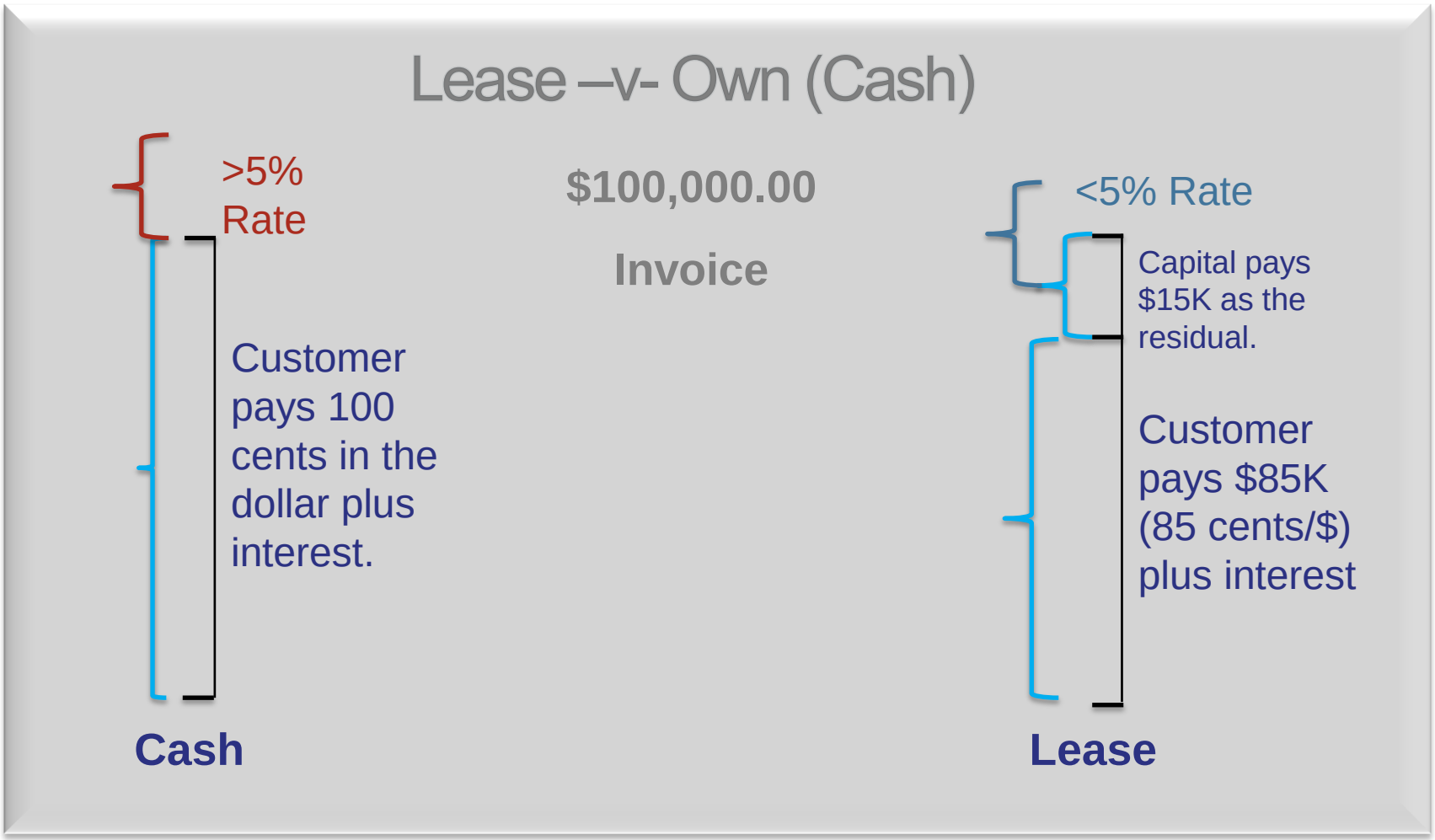
Cisco Capital's Financial Instruments



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Technology Financing
Customer Benefits

Protection from tech obsolescence equipment lifecycle management

- Value in usage not ownership

Customer intelligence and industry relevance

- Partners/Cisco/Capital closely aligned

Matching benefits with costs

- Lease payments amortised
- Predictability

Alternative source of capital

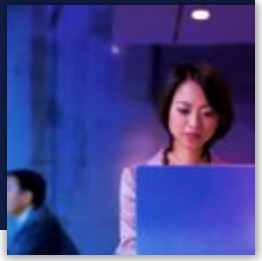
- Minimal impact on existing lines of credit

Cash preservation / minimize upfront investment

- Nil upfront cash outlay
- Structured to meet/assist with cash flow pressures

Flexibility to upgrade to more green technologies

- Terms to align with technology life
- Multiple end of term options



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What's in it for me?

Sell more and sell more often	Cisco Capital exists for your success Maintain margins Establish account control Shorten sales cycles
Competitive advantage	Technical and Financial footprint
Solution selling = trusted advisor	Engaging "financial decision maker" early Deliver the complete solution and not a bandage Be creative and competitive

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Engage Cisco Capital

Remember to Engage Early, Contact Your Financial Solutions Manager

Provide a Finance Option with Every Deal

Make Cisco Capital Your Competitive Advantage

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Collaboration Update

Franz Koppl

fkoppl@cisco.com

Collaboration Specialist

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The Post PC Era Is Here

Benefits

- Cost Control
- Improved Productivity
- Any Place, Any Time

Today 56% of workers are located outside of an office *(Forrester, USA)*

From 2010 to 2011 there was a 30% increase in # of Consumer devices accessing business applications *(IDC)*

By 2015, 90% of businesses will allow personal devices for work use *(Gartner)*

By 2015, 802.11n and 802.11ac Wi-Fi technology will dominate the wireless market *(ABI Research)*

Wi-Fi is may become the primary means by which wireless data is consumed on smart phones *(The Guardian)*

TIME

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Bringing Together Cisco's Collaboration Suite

Seamless Integration and Interoperability

Cisco Unified Communications

UC Manager (Manageability) Unity Connection

Cisco Jabber IM

Instant Messaging

Cisco TelePresence and Endpoint Interoperability

Lifelike Video

Cisco Webex Social

Virtual Teaming

Cisco WebEx

Web Conferencing

Cisco Show and Share

Video Creation and Access

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What is the Business Edition 6000?

Requires *Advanced UC or Collaboration Architecture Specialisation*

- Communications Manager
- Unity Connection
- Unified Presence or Attendant Console
- Contact Center and/or VCS-C
- Provisioning Manager

- CUWL 50 user bundle AU$ 47k
- UCL 50 user bundle AU$ 30k

UCS-C220 (Virtualized with Vmware ESXi)

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Business Edition 6000 9.0 at-a-glance

Simplified Deployment

- ✓ Factory loaded software appliance
- ✓ Unified Provisioning Manager Business Edition 9.0
- ✓ Enterprise license manager
- ✓ More co-residency options – CER and VCS-Control

Additional native capabilities

- ✓ Legacy H323 video interoperability through VCS
- ✓ Intelligent Voicemail notification
- ✓ Native Call Queuing
- ✓ Jabber SDK enabled applications

Simplified Pricing and ordering

- ✓ Cisco Jabber Licensing
- ✓ Migration Bundle
- ✓ Single top level SKU for UCL and CUWL
- ✓ VCS starter licenses for no extra cost.
- ✓ Disti stockable bundles

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Cisco Collaboration Applications

WebEx Social

Social Collaboration

Many-to-many
Real-time and asynchronous

WebEx

Virtual Meetings

Group
Real-time

Jabber

Rich, Real-Time Communications

One-one;
One-to-few
Real-time

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Cisco Jabber -The Power to Collaborate

All-in-one UC Application

- **Presence & IM**
- Voice, Video, voice messaging
- Desktop sharing, conferencing

Collaborate from Any Workspace

- PC, Mac, tablet, smart phone
- On-premises and Cloud
- Integration with Microsoft Office

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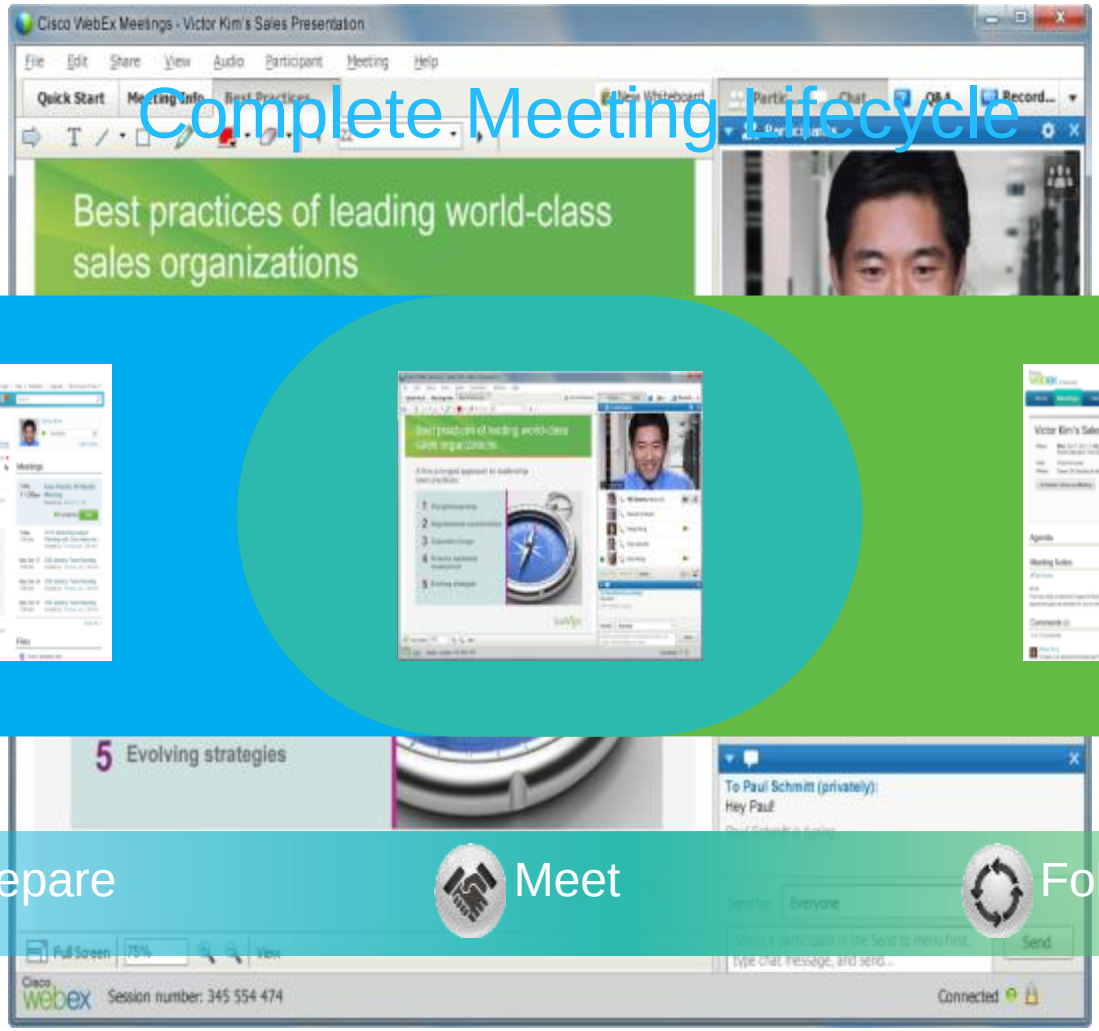
Complete Meeting Lifecycle


Cisco WebEx Meetings - Victor Kim's Sales Presentation
Best practices of leading world-class sales organizations
5 Evolving strategies
To Paul Schmitt (privately):
Hey Paul!
Session number: 345 554 474
Connected

Prepare

Meet

Follow Up

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WebEx MC & Jabber IM/Presence for Everyone
Partner NFR

- $ 6.65 per user per month (>$80 per year)
- Uses WebEx Cloud so SaaS
- On any device (Smartphone, Tablet, PC & Mac)
- Jabber: Instant Messaging and Presence
- Add voice/video by integrating with CUCM/BE3K/BE6K (add on)
- WebEx Meeting Centre includes FREE VoIP calls
- Partner eligibility: Select and above
- URL: www.cisco.com/web/partners/sell/promotions/webex_uc_[illegible]mo.html

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Telepresence for SMB Roadshow
Starting Feb 20th

- Telepresence solutions available to ‘Select’ and above partners through the TP for SMB Program
- 1/2 Day in: Brisbane, Sydney, Melbourne, Adelaide, Perth and New Zealand
- Objective: The 'What, Why and How’ our SMB partners should step into the Telepresence Video Conferencing opportunity
- Agenda:
  - Full Demo: Personal, Multi-Purpose, Integrator & Mobile end-points
  - Market Opportunity, Partner Profitability, Case Studies
  - Solution Overview
  - Next Steps
- Target audience: Registered/Select partners and Distributors

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Cisco Security

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Firewall Requirements Have Evolved…

Scale infrastructure to match growing throughput requirements
Combat menace from complex cyber threats, APTs (Advanced Persistent Threats)
Securely Address needs of users with mobile devices

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Current Cisco Security Approaches

SecureX Architecture

- Next-Generation, Context-aware Security Architecture
- **Advanced Network Security** for larger SMBs with E-2-E architecture requirements
- Builds end-to-end secure network, built upon **Enterprise** class portfolio
  - TrustSec / Anyconnect Secure Mobility Client
  - Nexus 1000V, Virtual Security Gateway,
  - ASA Firewall with SecureX module

SMB Architecture & Smart Designs

Smart Business Foundation (SBF)
Secure Network Foundation (SNF)

- Focus on SMB
- **Basic Network Security** (Firewall, IPS, VPN)
- Recommended Security Solutions
  - SA500 (soon ISA500) (SBF)
  - ISR / ASA (SNF)

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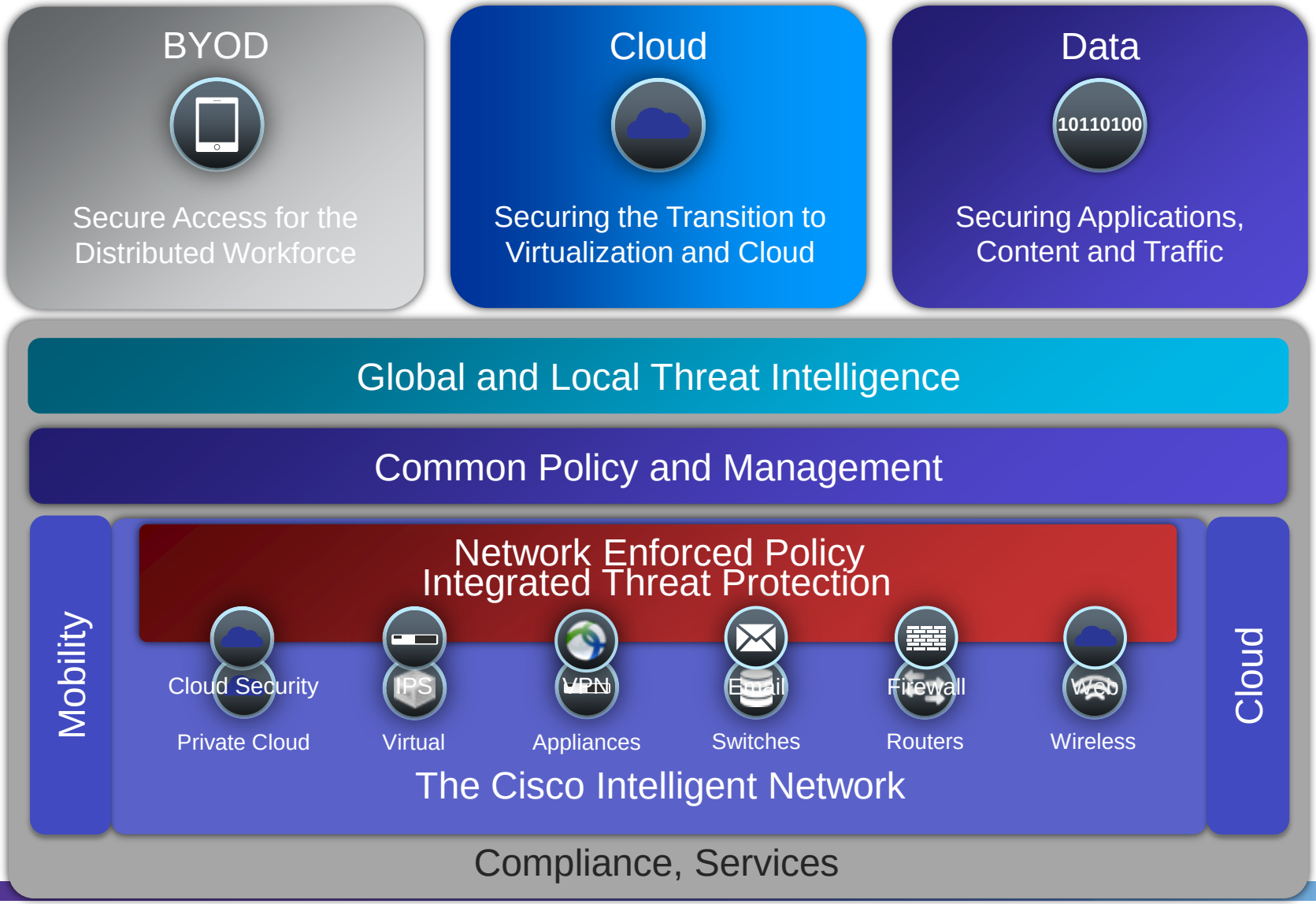
SecureX: An integrated and holistic network-based security architecture



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Cisco ASA CX Provides Context and Awareness

Within Your Network

Local
Business **Context**

- Who
- What
- How
- Where
- When

Target 1HFY13

Illuminating security with **local** and **global** context

Outside Your Network

Global Situational
Threat Intelligence

- Reputation
- Interactions
- App — Applications
- Url — Sites

*Please contact your sales representative for availability.

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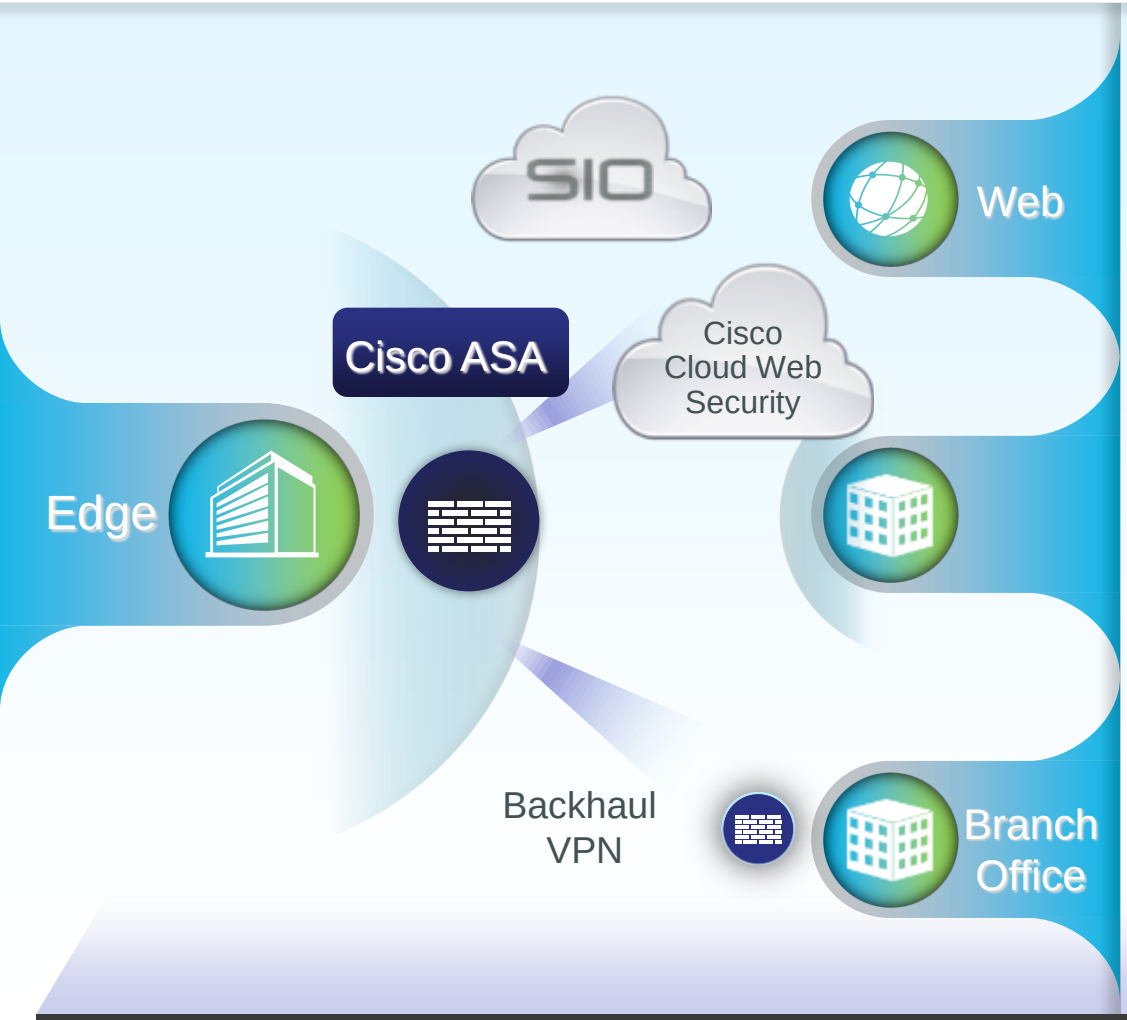
Cisco ASA Enterprise Scale and Depth

Context-Aware Firewall, IPS, and Integrated Services



Scale and Depth

Scale

- Small office > Large business > Data center

Depth: Integrated Services

- Cisco® IPS
- Cisco AnyConnect®
- Cisco Cloud Web Security
- Cisco ASA Botnet Traffic Filter
- Cisco ASA CX Context Aware Security

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Cisco Security Product Range

SMB-grade

UTM offering breath protections

Easy to use

NEW

ISA500

SMB

Enterprise-grade

Multi-Service offering depth protections

Performance and Scalability

Cisco® ASA 5500-X
Integrated ASA CX context-aware firewall, VPN, and IPS
Up to 4 Gbps, 50K cps, and 1M concurrent connections

ASA 5585-X SSP-60
(40 Gbps, 350K cps)

ASA 5585-X SSP-40
(20 Gbps, 200K cps)

ASA 5585-X SSP-20
(10 Gbps, 125K cps)

ASA 5585-X SSP-10
(4 Gbps, 50K cps)

ASA 5555-X
(4 Gbps,50K cps)

NEW

ASA 5545-X
(3 Gbps,30K cps)

ASA 5525-X
(2 Gbps,20K cps)

ASA 5515-X
(1.2 Gbps,15K cps)

ASA 5512-X
(1 Gbps, 10K cps)

ASA 5550
(1.2 Gbps, 36K cps)

Firewall/VPN Only

ASA 5540
(650 Mbps, 25K cps)

ASA 5520
(450 Mbps, 12K cps)

ASA 5510 +
(300 Mbps, 9K cps)

ASA 5510
(300 Mbps, 9K cps)

ASA 5505
(150 Mbps, 4K cps)

SOHO | Branch Office | Internet Edge | Campus | Data Center

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Enterprise-Class Hardware Designed to Support Accelerated Integrated Services

Add These Services Quickly and Easily Through Software

Enterprise-class hardware architecture designed to support multiple services

- Multicore, multithreaded CPUs
- 4 times the memory
- Dedicated IPS hardware accelerator
- Dedicated VPN hardware accelerator

Services supported

- Cisco® IPS
- Cisco ASA Botnet Traffic Filter
- Cisco VPN and Cisco AnyConnect®
- Cisco ASA CX Context-Aware Security
- Cisco Cloud Web Security

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For Small and Medium Business

cisco

The Power Of A Secure SMB Network

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The Post PC Era Is Here
…but, BYOD Brings Risk

Business Risk

- Intellectual Property vulnerability
- Data loss from stolen or lost devices
- Privacy rights (Personal vs Corporate Owned)
- Frequently Traded in and traded up
- Challenges tracking compliance

Technical Risk

- Difficult to secure and control
- How do you know user devices haven't been compromised already?
- Malware
- Access control breach
- Oversubscribed Infrastructure

Source: 2011 ISACA IT Risk/Reward Barometer, US Edition (www.isaca.org/risk-reward-barometer)

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Common SMB Threats
SMBs need more Security

Malicious or criminal attacks

- Most expensive
- Increased 43% since 2009*
- Hackers focus on smaller targets of opportunity** (hacking, malware)
- SMBs more vulnerable to network intrusions
- Majority of breaches are opportunistic

Negligence

- Most common, increased 27% since 2009*
- Approx. 80% of inappropriate access, data theft and other hacking incidents occur from within the organization

Goals:

- Maintain integrity
- Protect confidentiality
- Assure availability

Sources:

** Annual Study: Cost of a Data Breach – Ponemon Institute, 2011;*

*** Verizon Threat Report - 2011*

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Systems Approach Required

Secure wired and wireless infrastructure

Hardened network devices

High availability

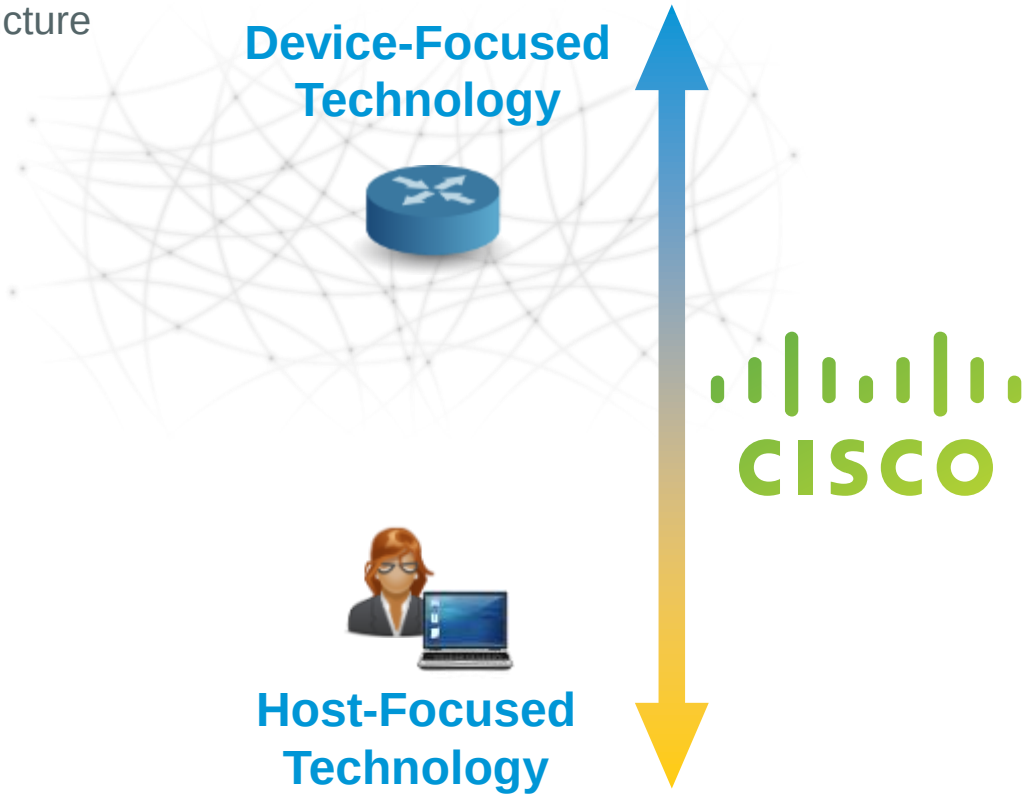
Strict Firewall rules

Network IPS

Host-based IPS agent

Hardened applications

Remote Access



Key Points:
- IT Security addresses confidentiality, integrity and availability of information and infrastructure
- Network ties all these things together.
- Security is only as strong as it's weakest link …

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Cisco SMB Secure Network
Impact on Business

	WHY CISCO?
Risk Reduction	Highly available and resilient infrastructure – tried and tested with predictable application performance
Services Enablement	Embedded security and high availability protect network services both internally and externally. Better visibility and control; ready for new applications and processes
Opex Reduction	Integrates cost-effective, secure communications and mobility solutions with rich management options

A Fully Integrated, Flexible and Secure Cisco SMB Network Enables Real-Time Applications to Run Locally, or as Part of an Organization-Wide Network – Better Visibility & Control

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Cisco SMB Secure Network – Portfolio

Wireless Clustering

Wireless

WAP121

WAP321

AP541N

Aironet 600 Series

1040/1140

1260 Series

3500 & 3600

Routing

RV110W

RV120W

RV180

RV220W

SA500

RV042 RV082 RV016

ASA 551X

ISR

Switching

200/200E Series Smart

300 Series Managed

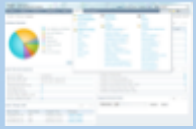
500 Series Stackable

Catalyst 2960 LAN Base & LAN Lite

Infrastructure

Management

OnPlus



Prime LMS

Video

Webex Services

BE3000, SPA Phones

Collaboration

V-Express Server Virtualization

UCS-C Series

Data Center

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New Offerings for the Secure Network

Connect

Wireless Access Points

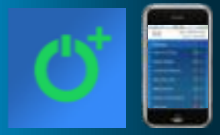
New Switches

VPN Routers

Communicate

Analog Telephone Adapters, DECT

Cloud



OnPlus Update

Secure

Security Appliances

OnPlus Security

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Connect

Cisco SMB Product Update

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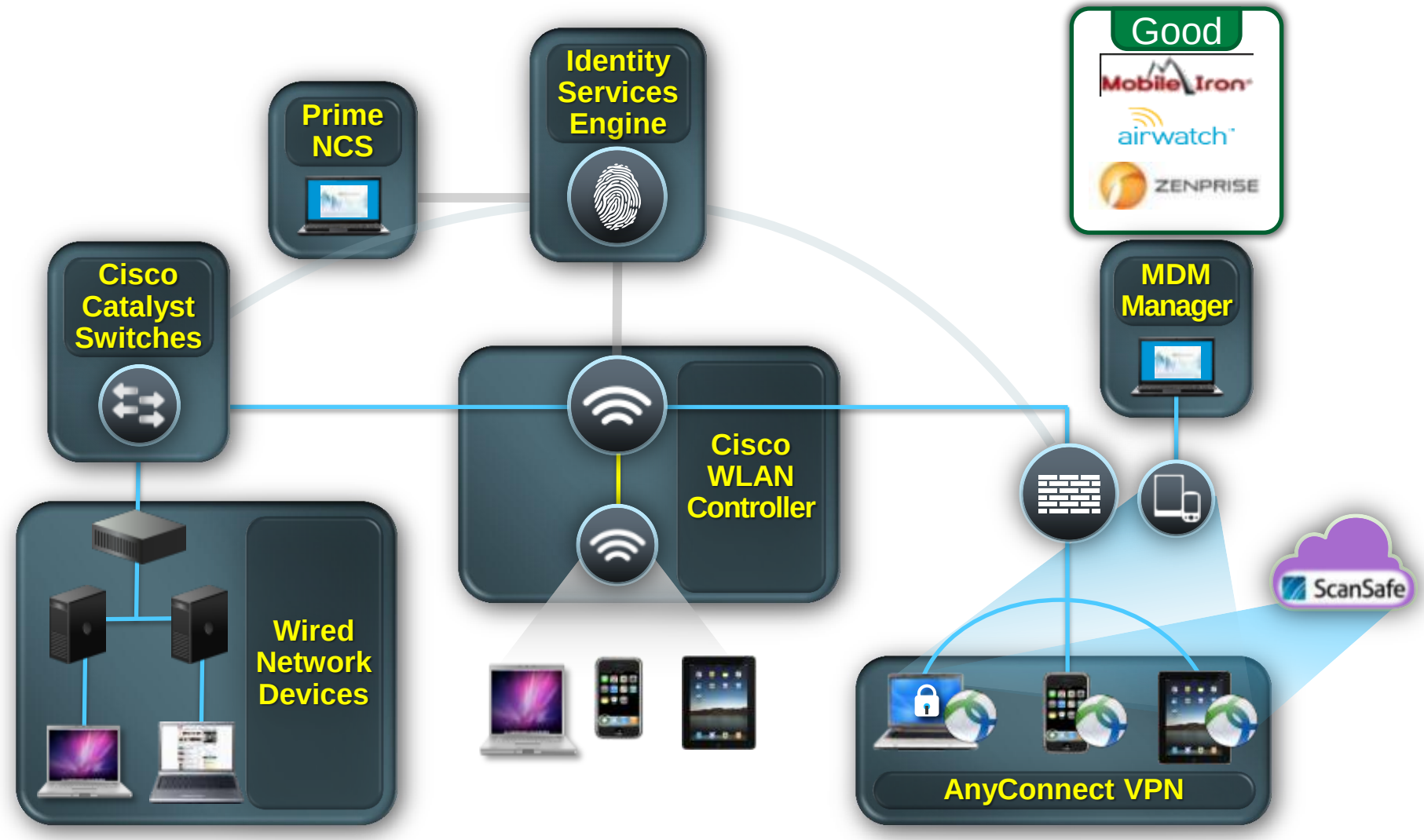
Unified Access

Integrates Wired+Wireless+VPN simply and securely with scale



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SMB Switching - Catalyst 2K and SMB

SMB	SMB / Mid Market / Enterprise

Data Voice

For Small and Medium Business

cisco

Data Voice/Video

CISCO

Cisco 100, 200, 300, 500 Series

- Optimized for deployment in small networks
- Purpose built for Small Business , affordable
- Robust Security to manage access to corporate infrastructure
- Lower CapEx
- A fundamental building block of Cisco Small Business solutions

Catalyst 2960-S and 2960-SF

- Foundation for Borderless Access solutions
- World-class switching portfolio for any size business
- Reduced OpEx with Smart Operations & EnergyWise
- Foundation for open, flexible and feature-rich communications solutions

Optimized OpEx / Scalability / Supportability

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Introducing Catalyst 2960-SF

- 24 & 48 10/100 downlink ports
- 2 & 4 1G SFP uplink ports
- FlexStack (optional module)
- 2960-SF will stack with 2960-S
- PoE+ support
- IPv6 Support & First-hop security
- Enhanced Limited Lifetime Warranty

Enhanced FE Product Portfolio

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Cisco SMB Switch Portfolio

ADVANCED LAYER 2 / Basic L3 (Managed/Stackable) PORTFOLIO

500 Series Stackable

10G Uplinks/Stack
Partial PoE/POE+
Higher resilience
Dynamic Routing
E-LLW

300 Series Managed

1G Uplinks
Partial PoE
Advanced Mgmt, QoS, Security, Availability, Static Routing
E-LLW

Fast Ethernet
Gigabit Ethernet

Fast Ethernet
Gigabit Ethernet

BASIC LAYER 2 (Unmanaged/Smart) PORTFOLIO

200 Series Smart

1G Uplinks
Partial PoE
Basic Mgmt, QoS, Security, Availability
LLW

100 Series Unmanaged

1G Uplinks
Partial PoE
Plug & Play simplicity
LLW

Fast Ethernet
Gigabit Ethernet

Fast Ethernet
Gigabit Ethernet

NEW PoE & SFP Switches

300 Series 24/28-port Max-POE Managed
SG300 52-port Gig POE Managed
SG300 10-port Gig SFP Managed Switch

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New Miercom Lab Testing

Cisco 500 Series Stackable Switches outperform Competitors

Cisco 500 series Switches were proven to have the:

- Highest Scalability (MAC, VLANs, ACLs)
- Best Stack Resiliency
- Lowest Energy Consumption
- The only switches supporting EEE – Energy savings of up to 41%
- The only products performing flawlessly when under Attack
- The easiest to setup and operate
- Lowest normalized cost of ownership

Miercom Stackable Lab Report – DR120911, October 2012

*"We were impressed with the comprehensive set of features, performance, overall power efficiency, and ease-of-use of the Cisco switches… best resiliency when subjected to a DoS attack…more economical … most efficient…easiest to configure and implement, forwarded line rate full mesh traffic at all frame sizes with zero packet loss, and provided the most extensive support for IPv6 transitions." - **Rob Smithers, CEO Miercom***

Stacking features	Cisco 500X	HP 2910al
Stack Type	Ring/ Chain	Cluster
Stack units function as a single switch	✔	✖
Stack resilience – Backup Master/Commander	✔	✖
Lowest switch failover/ recovery impact	✔	✖
Automatic stack formation	✔	✖
Stack LEDs	✔	✖
Cross-stack sync – ARP, MAC, VLAN tables	✔	✖
Cross-stack functions – LAG and Port Mirroring	✔	✖

General capabilities	Cisco 500X	HP 2910al
Lowest Energy consumption	✔	✖
Energy Efficient Ethernet (EEE)	✔	✖
Operation under attack	Pass	Fail
Best ease-of-use	✔	✖
Lowest cost per Gig	✔	✖
Lowest price - POE watt	✔	✖
Highest capacity (VLANs, ACLs, MAC)	✔	✖

Download report at: www.miercom.com

Miercom

https://supportforums.cisco.com/docs/DOC-27370

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SMB Wireless – Aironet and SMB APs

SMB	SMB / Mid Market / Enterprise

CISCO

Cisco 100, 300 Series

- Non-IOS based APs for SMB
- Support Clustering – Controller-less multi-AP management
- Part of the Cisco SMB Portfolio that includes switches and routers, etc
- Purpose-built for SMB partners and customers (ease of use Web UI, limited network expertise)

Aironet 600, 1040, 2600 & 3600

- Foundation for Borderless Access solutions
- Cisco IOS Sofware
- World-class wireless AP portfolio for any size business
- Advanced architectures – TrustSec, Medianet, EnergyWise, Smart Operations
- Multiple enterprise-level management options

Optimized OpEx / Scalability / Supportability

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Cisco Aironet 2600i /2600e Access Points

NEW!

Aironet 2600i Access Point

- For indoor installations and office environments

- CleanAir Technology
- ClientLink 2.0
- Attractive, high-quality design
- Internal dual-band integrated antennas

AIR-CAP2602I-x-K9	Dual-band 802.11 a/g/n controller-based access point
AIR-CAP2602I-xK910	**10 Pack** 802.11 a/g/n controller-based access point
AIR-SAP2602I-x-K9	Dual-band 802.11 a/g/n Standalone access point
AIR-SAP2602I-xK9-5	**5 Pack** 802.11 a/g/n standalone access point

Aironet 2600e Access Point

- For factories, warehouses and other industrial environments

- CleanAir Technology
- ClientLink 2.0
- Ruggedized enclosure
- 4 External dual-band antennas – *Sold separately*
- Extended operating temperature

AIR-CAP2602E-x-K9	Dual-band 802.11 a/g/n external antenna controller-based access point
AIR-CAP2602E-xK910	**10 Pack** 802.11 a/g/n external antenna controller-based access point
AIR-SAP2602E-x-K9	Dual-band 802.11 a/g/n external antenna Standalone access point
AIR-SAP2602E-xK9-5	**5 Pack** 802.11 a/g/n external antenna Standalone access point

General Availability – Sept 2012

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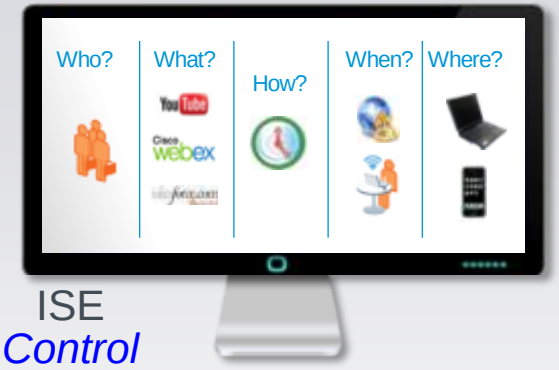
Cisco Mobility / BYOD Differentiators

Mobility / RF Innovation

Predictability and Reliability

CLIENTLINK	Chip level proactive and automatic electronic beamforming to increase client throughput and range by up to 60%
CLEANAIR	Hardware-accelerated proactive and seamless interference detection and mitigation
RADIO RESOURCE MANAGEMENT	Simplified advanced RF management
BANDSELECT	Proactive and automatic band steering for 5GHz capable clients
VIDEOSTREAM	Chip level wired multicast over a wireless network
AWARD WINING DESIGN	Purpose-built WiFi chipset entailing Industry leading RF design, with secure and robust form factor (no open vents)

Policy & Network Management



ISE
Control

Cisco Prime
Visibility

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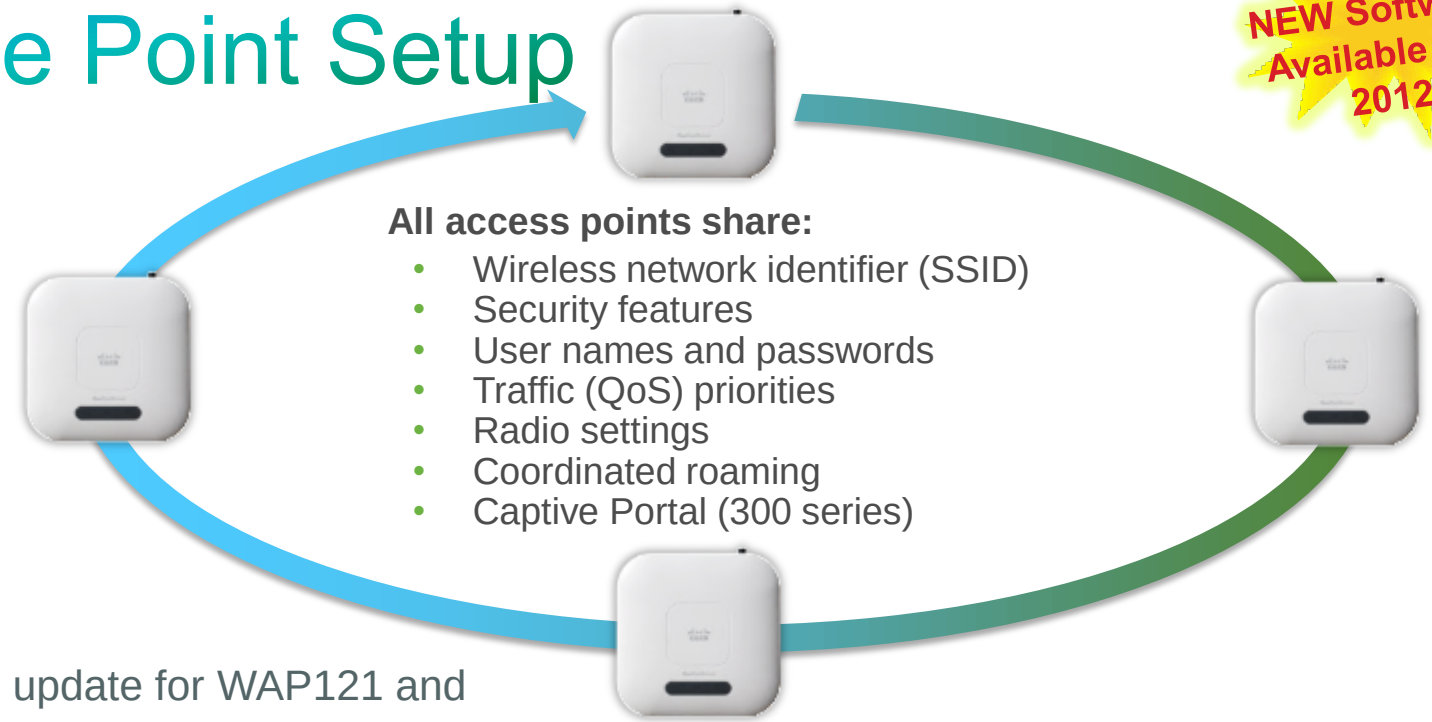
SMB Wireless Single Point Setup

NEW Software! Available Nov 2012



All access points share:

- Wireless network identifier (SSID)
- Security features
- User names and passwords
- Traffic (QoS) priorities
- Radio settings
- Coordinated roaming
- Captive Portal (300 series)

- Software update for WAP121 and WAP321
- Simplifies AP deployment & configuration with a single view of WLAN
- APs on the same subnet dynamically share wireless configuration information
- No wireless controller required!

SMB APs	100 Series (Basic Coverage)	300 Series (Public/Hot Spot)
Single Point Setup	Homogeneous	Homogeneous
APs / Radios per Cluster	4/4	8/8
Active clients per Cluster	40	160
Max clients per Cluster	64	256
Captive Portal	No	Yes
Target Segment	SOHO	SMB

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RV215W Overview

Orderable Nov 2012

- First 3G/4G enabled RV router in the Router Family
- Allows for backup WAN connectivity
  - Emerging markets with unreliable wired WAN
- Also allows for remote connectivity (rural, mobile)
- SPI (Stateful Packet Inspection) Firewall
- Remote Access VPN
- Simple easy to use & deploy solution
  - Based on well reviewed user interface of RV110W
  - Can be used with popular 3G/4G dongles from any provider
  - List price $143; street price of less than $100

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Communicate

Cisco SMB Product Update

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Expanding the IP Voice and UC Portfolio

NEW!

Cisco SPA232D ATA & Integrated DECT Base Station

- DECT Technology
- 4 Simultaneous Active Calls
- Phone Ports 1 FXS, 1 FXO
- 2 Port 10/100 Ethernet (LAN/WAN)
- Router / Bridge; T.38 FAX

NEW!

Cisco SPA302 DECT Phones

- Wideband Audio (G.722)
- 1.8” Color Display with backlight
- Hands-Free Speakerphone
- 4-way Navigation Key, 2 Soft Keys

NEW!

Cisco SPA500DS Digital Sidecar

- 15-button digital sidecar
- Supports SPA500 series phones
- Max of 2 SPA500DS per phone
- Speed dial, blind transfer, BLF etc

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Secure

Cisco SMB Product Update

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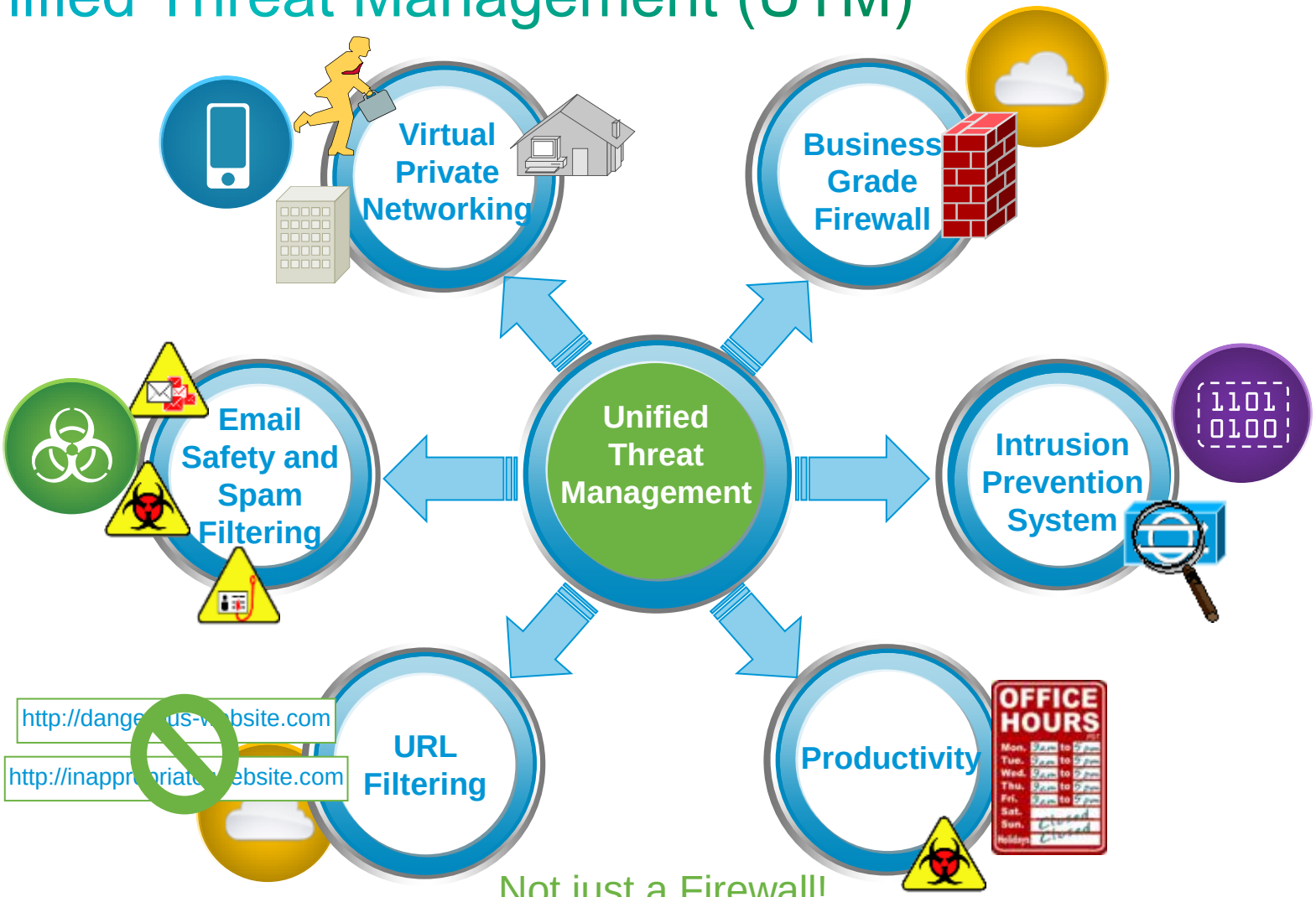
Cisco IPS Threat Defense – ISA500
Unified Threat Management (UTM)



Not just a Firewall!

A comprehensive Security Solution for Small Businesses

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Cisco ISA500 Overview

Orderable Nov 2012

Product Overview

- All-in-one security (UTM, VPN, Rogue AP detection, DMZ, etc.…)
- Cisco IP incorporated – Cisco VPN solutions and Cisco Security Data Services (SDS), to deliver best-in-class and drive solution consistency
- Single security license coupling with bundle offerings to simplify selling
- Manageable with Cisco hosted cloud management solution to enable managed service offerings for partners

ISA500 Security Services	Description
Anti-Virus & Anti-Spyware	Prevent virus at networks
Spam Filter	Stop spam at connection level
IPS	Block malicious attacks
Application Access Control	Block unproductive app. usage
Network Reputation	Block malicious sender
Web URL Filter	Block unwanted web site access by category, domain, and URI
Web Threat Protection	Prevent dangerous web site access

One license

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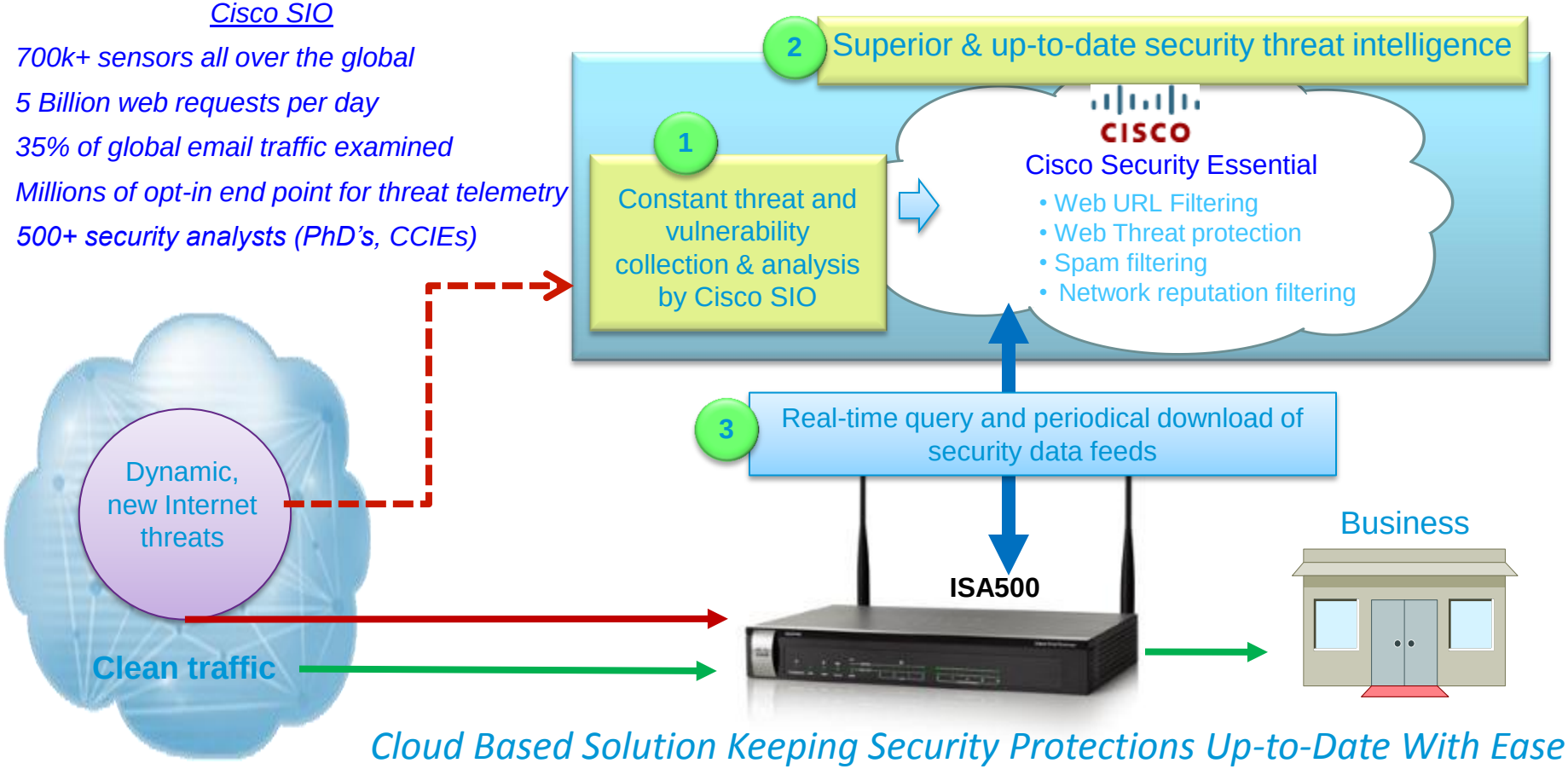
Superior & Seamless Threat Protection with Cisco Security Intelligence Operations (SIO) & Cloud

Cisco SIO

- *700k+ sensors all over the global*
- *5 Billion web requests per day*
- *35% of global email traffic examined*
- *Millions of opt-in end point for threat telemetry*
- *500+ security analysts (PhD's, CCIEs)*



Cloud Based Solution Keeping Security Protections Up-to-Date With Ease

- ***Seamless security protection***
- ***Low maintenance and operation efforts***

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ISA500 Product SKUs At A Glance

- All SKUs are bundled SKUs
- Bundle SKUs include hardware and comprehensive security subscription service suite

	Package Selection			SKU	List*
Product Bundle	Low-end	Wired	1-year	ISA550-BUN1-K9	$443
			3-year	ISA550-BUN3-K9	$653
		Wireless	1-year	ISA550W-BUN1-K9	$524
			3-year	ISA550W-BUN3-K9	$706
	High-end	Wired	1-year	ISA570-BUN1-K9	$792
			3-year	ISA570-BUN3-K9	$1,202
		Wireless	1-year	ISA570W-BUN1-K9	$921
			3-year	ISA570W-BUN3-K9	$1,286

Renewal SKUs for the Comprehensive Security subscription service suite will also be available
** Subject to change*

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Cisco ISA500 Competitive Advantages

- **Security**
  - Unrivaled security threat protections with Cisco Security Intelligence Operations
  - Higher UTM performance
  - 802.1x port access control, network reputation, cloud based up-to-date gateway AV, etc.
- **Solution**
  - Integrated with rich routing and switching capabilities
  - Advanced QoS with LLQ for voice applications
  - Tested with Cisco's other SMB product families – optimized for solution deployment
  - Purpose-built and simplified design – lowers learning curve, shortens deployment time
  - Simplified packaging – simplifies buying, selling, maintenance – with integrated licensing
- **Partner Profitability**
  - Manageable by Cisco hosted cloud management services, OnPlus and Advanced Security Services
  - Competitive performance pricing
  - More ports, higher performance, no extra cost for VPN services

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Cloud – OnPlus
Cisco SMB Update

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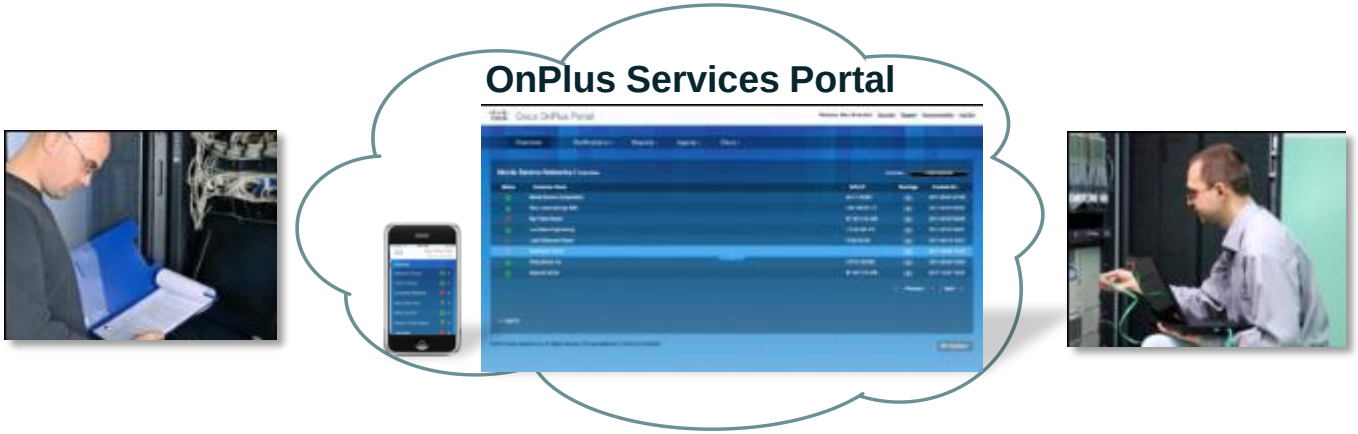
What's New – OnPlus Expands!

- The existing service continues, over 3000 customer sites created to date
- Advanced Security Service with the ISA500 Security Appliance
- OnPlus Scanner allows inventory capture and tracking product lifecycle status



OnPlus Scanner

Browser Based Tool for Device* Inventory & Product Lifecycle Management
***Third Party Coming**

OnPlus ON100

Proactive Monitoring and Remote Management for Cisco and Third Party Devices

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Cisco OnPlus Scanner
Free Cisco Product Lifecycle Management

Available Now
Free Service

- Discovers Cisco devices on a network, uploads data to OnPlus portal in cloud, and then allows users to see network topology, device inventory and product lifecycle status

- New FREE service:
  - No cost
  - No hardware (no ON100 appliance required)
  - No software download
  - Works with Cisco mid-market products (e.g. Catalysts, ISRs, Aironet Access Points)
  - Does NOT work with Small Business products (on roadmap)
  - Log in to the Cisco OnPlus Portal: https://www.cisco-onplus.com/ (cisco.com uname/pwd)
  - Read the Q&A on cisco.com and https://supportforums.cisco.com/docs/DOC-17501

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Manage ISA500 With Cisco OnPlus

Nov 2012

Partner Value, Partner Margins

OnPlus Adv. Security Service

- Security Reports
- Network Usage Reports
- Appliance Status Reports

OnPlus Baseline

- Dashboard View
- Device Discovery & Topology etc.
- Support contract status
- Cfg Back-up and Restore
- Firmware Upgrade
- Event Monitoring
- etc.

Cisco OnPlus

VAR

Device GUI

Customer B

Site 1

Site 2

Customer A

ISA500

Connected devices: Switch, Router, Security Appliance, NAS, Printer, iPad, Iphone, etc.

Key Benefits:

- *Easy to manage – single interface for all technologies*
- *Easy to start – Cisco hosted*
- *Profitability – enable managed security service*

Notes:

- *Partner focus*
- *Not meant for end users or SP today*
- *User can still use device GUI via https*

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In Closing…

The Power of a Secure SMB Network … ‘Work Your Way’

Protect the Network
Protect the network from intruders while enabling secure remote access

Drive Business Transformation
Total Cost of ownership, Risk Mitigation, Increase Competitiveness

Empower the User
Employee freedom and flexibility, better workforce productivity & innovation

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Demo

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For Small and Medium Business

cisco

UCS Update

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UCS C-Series Rack Server Portfolio

	C22 M3	C24 M3	C220 M3	C240 M3	C260 M2	C420 M3	C460 M2
RU	1	2	1	2	2	2	4
Cores	16	16	16	16	20	32	40
DIMMs	12	12	16	24	64	48	64
Max GB	192GB*	192GB*	512GB	768GB	1TB	1,5TB	512GB
Disk	8 x 2.5" or 4 x 3.5"	24 x 2.5" or 12 x 3.5"	8 x 2.5" or 4 x 3.5"	24 x 2.5" or 12 x 3.5"	16 x 2.5" or 32 x SSD	16 x 2.5"	16 x 2.5"
LoM	2 x 1Gb	2 x 1Gb	2 x 1Gb	4 x 1Gb	2 x 1Gb + 2 x 10Gb	2 x 10Gb	2 x 1Gb + 2 x 10Gb
PCIe Slots	2 x PCIe 3.0	5 x PCIe 3.0	2 x PCIe 3.0	5 x PCIe 3.0	6 x PCIe 2.0	6 x PCIe 3.0	10 x PCIe 2.0
Internal Storage	USB Port	USB Port	USB Port FlexFlash	USB Port FlexFlash	USB Port FlexFlash	USB Port FlexFlash	eUSB

**384GB w/ 32GB DIMMs*

Cisco UCS Promotions & Incentives

Cisco C-Series Rack Server Starter Bundles

- Very competitive pricing available
- **$100 Connect Reward per unit sold Nov-Jan**
- **Drive C-series for a spot on Front Row until 28 Jan**

Cisco C-Series Services Promotion

- Extremely competitive pricing on 3 year service/support offerings.

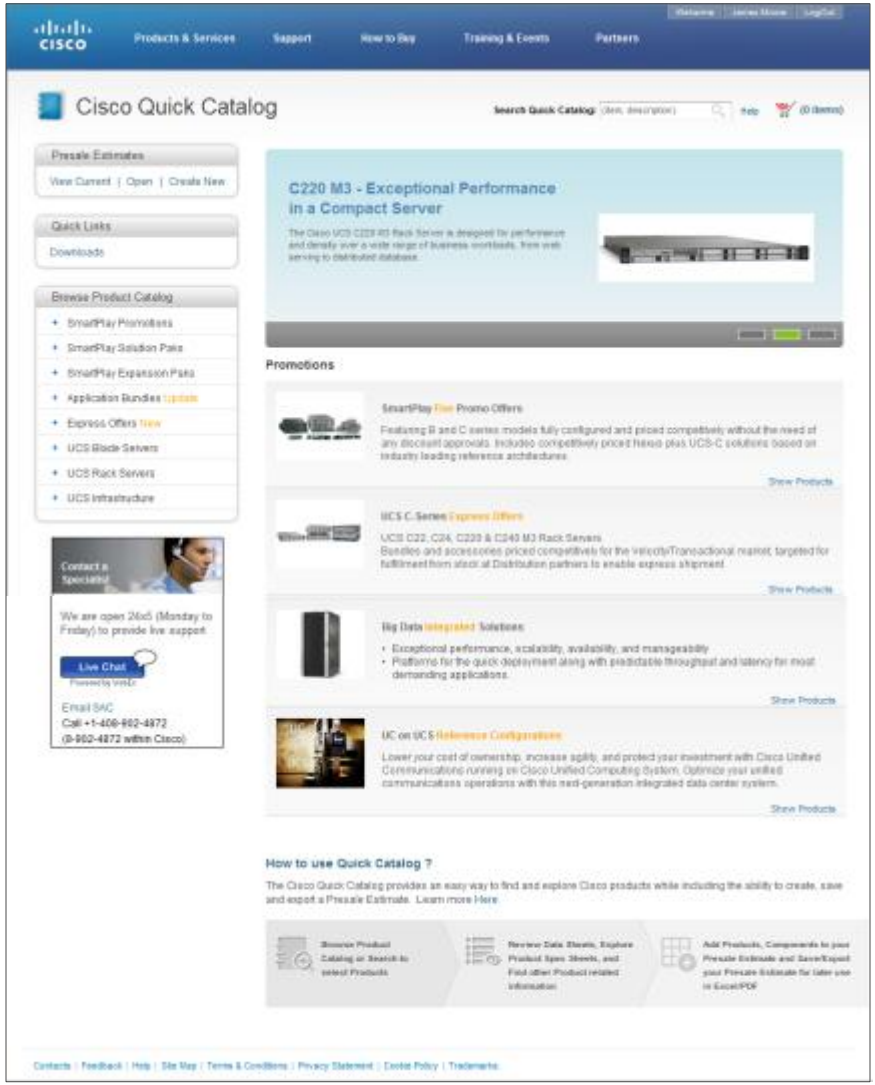
UCS SmartPlay Solutions & Bundles

- Highly competitive, pre-configured bundles of popular UCS configurations.

All bundle information available here:

https://apps.cisco.com/QuickCatalog/home.do

Contact your Cisco Distributor for more information



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Thank You !!!

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